

**Amendment and Response**

Applicant: Craig R. White

Serial No.: 09/781,654

Filed: February 12, 2001

Docket No.: 10003981-1 (H302.131.101)

Title: AGGREGATION OF SERVICES ON NETWORK PORTALS

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**IN THE CLAIMS**

Please amend claims 1-3, 5-6, 10-12, 15, 23, 25-26, and 35 as follows:

1. (Currently Amended) A method of constructing a network portal comprising:  
operating a network portal including enabling access to a network portal interface by  
at least one user interface device via a network communication link;  
operating the network portal to reconstructing the network portal interface upon each  
instance that the at least one user interface device accesses the network portal interface,  
including the network portal:  
accessing a dynamic service provider database that includes a listing of a  
plurality of first service providers that have self-selected their inclusion, independent  
from control by the network portal, into the dynamic service provider database;  
selecting, according to a predetermined criteria, a subset of first service  
providers from the plurality of first service providers of the dynamic service provider;  
displaying at least one first keyword-service link on the network portal  
interface to represent in association with the listing of the plurality and enable access,  
via the network portal interface, to the selected subset of first service providers from  
the dynamic service provider database;  
accessing a fixed service provider database that includes a listing of a plurality  
of second service providers for which the network portal has selected their inclusion  
into the fixed service provider database; and  
displaying at least one second keyword-service link on the network portal  
interface to represent and enable access, via the network portal interface, to the in  
association with the listing of the plurality of second service providers from the fixed  
service provider database; and  
displaying the reconstructed network portal interface to the at least one user  
interface device.

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2. (Currently Amended) The method of claim 1, wherein ~~the~~ displaying the at least one first keyword-service link comprises:

enabling activation of the at least one first keyword-service link to connect the at least one user interface device to the at least one first service provider.

3. (Currently Amended) The method of claim 1, further comprising:

displaying at least one criteria function on the network portal interface for enabling a user to specify via the at least one user interface device further criteria for selecting a group of first service providers among the ~~plurality~~ subset of first service providers from the dynamic service provider database.

4. (Canceled)

5. (Currently Amended) The method of claim 1 wherein the predetermined criteria comprises a set of predetermined type of services and wherein displaying the at least one first keyword-service link comprises:

displaying only the at least one first keyword-service link included within the a set of predetermined types of service purchased by a user in a fee-for-service contractual arrangement between the at least one user interface device and the network portal interface.

6. (Currently Amended) The method of claim 5, wherein the predetermined criteria comprises a set of predetermined user preferences, and wherein displaying only the at least one first keyword-service link comprises displaying only the at least one first keyword-service link of the dynamic service provider database that matches the a set of predetermined user preferences.

7-9. (Canceled)

10. (Currently Amended) A method for providing a network portal comprising:

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operating a network portal including providing a network portal interface accessible to a plurality of network-capable user interface devices via a network communication link;

initiating construction of the network portal interface upon each instance that one of the user interface devices requests to access the network portal interface, the construction including the network portal:

linking ~~the network portal~~ to a dynamic service provider database that includes a listing of first service providers that select their inclusion, independent from control by the network portal, in the dynamic service provider database;

submitting type-of-service keywords displayed on the network portal interface from the network portal to the dynamic service provider database for matching with types of services offered by the first service providers listed in the dynamic service provider database;

retrieving from the dynamic service provider database a ~~list~~ first subset of the plurality of first service providers that match the type-of-service keywords displayed on the network portal interface;

identifying ~~each keyword-matched~~ a second subset of first service providers in the dynamic service provider database of the first subset of first service providers that also matches a set of predetermined user profile criteria stored at the network portal; and

implementing construction of the network portal interface by displaying links on the network portal interface to each ~~identified keyword-matched and user profile-matched~~ first service provider of the second subset of first service providers of the plurality of first service providers of the dynamic service provider database; and

making the constructed network portal interface available to the plurality of user interface devices via the network communication link.

11. (Currently Amended) The method of claim 10 wherein identifying ~~each keyword-matched~~ a second subset of first service providers comprises:

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selecting a type and number of ~~keyword-matched~~ first service providers of the first subset of first service providers for display in the network portal interface that matches the user profile criteria of the type and number of ~~keyword-matched~~ first service providers that the user requests to be displayed.

12. (Currently Amended) The method of claim 11 wherein identifying ~~each keyword matched~~ a second subset of first service providers comprises:

selecting the number and type of ~~keyword-matched~~ first service providers of the second subset of first service providers based upon a user subscription by the user interface device to a fee-for-service arrangement between the user interface device and the network portal interface.

13. (Previously Presented) The method of claim 10 wherein implementing construction of the network portal interface comprises:

implementing construction of the network portal interface by displaying on the network portal interface a link to at least one second service provider selected from a fixed service provider database that includes a listing of second service providers, including the at least one second service provider, exclusively selected by the network portal with each second service provider in the fixed service provider database having a fee-for-display contractual arrangement with the network portal, wherein the at least one second service provider displayed in the link does not change with each instance that one of the user interface devices requests access to the network portal interface.

14. (Previously Presented) The method of claim 13, wherein implementing construction of the network portal interface comprises:

selecting a number and type of second service providers of the fixed service provider database based upon a fee-for-service contractual arrangement between the user and the network portal.

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15. (Currently Amended) A method for a service provider to offer services to a user interface device through a type-of-service keyword link on a network portal interface, the method comprising:

creating at least one service document including a type-of-service keyword that represents at least one service offered by a service provider with the type-of-service keyword configured for display on the network portal interface;

advertising the service document for inclusion into a third party database of service providers to be accessed by the network portal interface, the third party database being ~~separate-controlled via a third party operator independent from the network portal, and independent from the network portal interface and~~ with each service provider self-selecting their inclusion into the third party database; and

enabling the network portal to display on the network portal interface the type-of-service keyword obtained from the third party database, as a link to the service provider; and

receiving at the service provider a service request from the user interface device upon activation of the type-of-service keyword link on the network portal interface, and providing the requested services from the service provider to the user interface device via the network portal interface.

16 - 22. (Canceled)

23. (Currently Amended) A dynamic network portal system comprising:

at least one user interface device;

at least one service provider;

a network portal including a network portal interface and a controller, the network portal interface viewable on the at least one user interface device and including a first link, maintained by the network portal, to the at least one service provider wherein the network portal displays the link;

a ~~first service provider~~ third party database for maintaining a first listing of a plurality of first service providers, including the at least one first service provider, wherein the plurality of first service providers self-elect their inclusion into the ~~first service provider~~ third party database by providing a predetermined set of information about their services in the

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~~third party first service provider~~ database and wherein the ~~first service provider~~~~third party~~ database is operated independently from the network portal interface; and

a network communication link permitting communication between the at least one user interface device, the at least one service provider, and the network portal interface;

wherein the controller of the network portal is configured to direct reconstruction of the network portal interface upon each instance of access to the network portal interface by the user interface, the reconstruction including renewing the first link to the at least one service provider from an updated second listing of service providers in the ~~first service provider~~~~third party~~ database.

24. (Canceled)

25. (Currently Amended) The system of claim ~~24~~23, wherein the network portal interface displays in the first listing only service providers from the first service provider database that also match a set of predetermined user profile criteria.

26. (Currently Amended) The system of claim ~~25~~23, wherein the network portal interface displays only the service providers from the first service provider database that match a predetermined set of services made available to the at least one user interface device wherein the predetermined set of services are determined based on a fee-for-service contractual arrangement between the at least one user interface device and the network portal.

27-34. (Canceled)

35. (Currently Amended) A computer-readable medium having computer-executable instructions for performing a method of constructing a network portal, the method comprising:

operating a network portal including enabling access to a network portal interface by at least one user interface device via a network communication link;

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operating the network portal to reconstructing the network portal interface upon each instance that the at least one user interface device accesses the network portal interface, including the network portal:

accessing a dynamic service provider database that includes a listing of a plurality of first service providers that have self-selected their inclusion, independent from control by the network portal, into the dynamic service provider database;

selecting, according to a predetermined criteria, a subset of first service providers from the plurality of first service providers of the dynamic service provider;

displaying at least one first keyword-service link on the network portal interface to represent in association with the listing of the plurality and enable access, via the network portal interface, to the selected subset of first service providers from the dynamic service provider database;

accessing a fixed service provider database that includes a listing of a plurality of second service providers for which the network portal has selected their inclusion into the fixed service provider database; and

displaying at least one second keyword-service link on the network portal interface to represent and enable access, via the network portal interface, to the in association with the listing of the plurality of second service providers from the fixed service provider database; and

displaying the reconstructed network portal interface to the at least one user interface device.

36. (Previously Presented) The system of claim 23, further comprising:

a second service provider database including a second listing of a plurality of second service providers wherein the second service providers are selected for inclusion in the second service provider database exclusively by the network portal;

a second link displayed on the network portal interface, the second link associated with at least one second service provider from the second service provider database; and  
a network search engine displayed on the network portal interface.